

**REMARKS/ARGUMENTS**

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1, 2, 4-15, 17-22, 24, 26-28, 30, 31 and 33-37 are pending in the present application. Claims 3, 16, 23, 25, 29 and 32 have been canceled, claims 35-37 have been added and claims 1, 4, 5, 12-14, 22, 24, 28, 31 and 33 have been amended by the present amendment.

In the outstanding Office Action, claims 1-34 are rejected under 35 U.S.C. § 102(e) as anticipated by Herrod et al., which is respectfully traversed.

The present invention currently includes independent claims 1, 12, 22, 24, 28 and 31. Comments will first be presented distinguishing independent claims 1, 12 and 22 and then independent claims 24, 28 and 31 will be addressed.

Independent claim 1 has been amended to include the subject matter recited in dependent claim 3 and to recite that the sudden event information is transmitted at different times than the information on the entities. Independent claims 12 and 22 include similar features in a varying scope. This additional feature is supported at least at paragraph [40], for example.

Thus, according to the present invention, when a customer enters a store, for example, the customer receives the general information on the entities, and at different times receives sudden event information such as a short-term discount selling or issuance of

discount tickets (see new dependent claims 35-37, for example). Thus, the sudden event information tends to create an excitement among the customers in that a special sale is occurring, for example

The Office Action relies primarily on Fig. 5 and cols. 8 and 10 of Herrod et al. However, it is respectfully noted that Herrod et al. is directed to providing a terminal 10 that has a minimal amount of memory and computing processes to thereby provide an ultra thin client. To accomplish this, Herrod et al. uses a cradle 12 that provides the majority of services previously performed by a terminal 10. Thus, the terminal 10 may be made with a minimal amount of memory. Further, in Fig. 5, Herrod et al. illustrates the terminal 10 being used in a supermarket, for example. The terminal 10 is picked up by the customer 60 when entering the supermarket and receives information via access point 66. The information includes price, location and any special offers (see col. 10, lines 55-57 and Fig. 6, for example). However, it is respectfully noted the information provided in Herrod et al. differs from the sudden event information provided by the present invention. That is, the information in Herrod et al. as shown in Fig. 6 includes an icon of the product and a price or special offer. However, all information about the items in Herrod et al. is transmitted at the same time. Herrod et al. does not teach or suggest transmitting sudden event information as claimed by the present invention.

Turning now to independent claims 24, 28 and 31.

Independent claim 24 has been amended to include the subject matter recited in

dependent claim 25. In particular, independent claim 24 is directed to a method of operating an information system including confirming a passage of a customer through an entry way of a building, judging whether the customer enters or leaves the building, if the passage of the customer is confirmed, and updating a database server with resultant information of the judgment. Further, judging whether the customer enters or leaves the building includes obtaining customer information regarding a mobile terminal of the customer, determining whether the customer information is stored in the database server, judging that the customer is entering the building and temporarily storing the customer information in the database server, if the customer information is not stored in the database server, and judging that the customer is leaving the building and deleting the stored customer information, if the customer information is stored in the database server. Independent claims 28 and 31 include similar features in a varying scope.

Thus, because the present invention judges whether the customer is entering the building or leaving the building based on the information stored in the database, the present invention avoids the situation where the system temporarily goes down or loses communication with the terminal and is unable to accurately determine the status of the customer. That is, the present invention is able to refer to the database to determine whether or not the person is entering or leaving the building. This differs from Herrod et al., which determines whether the user is entering or leaving the building merely by having the terminal 10. If the user had entered the supermarket in Herrod et al. and then the system went down

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or offline, upon the system coming back online, Herrod et al. would determine the same user has just entered the store, even though the user already entered the store before the system went down. This differs from the claimed invention in which the information regarding the mobile terminal of the customer is registered in the database server and referred to when judging whether or not the customer is leaving or entering the building.

Accordingly, it is respectfully submitted that independent claims 1, 12, 22, 24, 28 and 31 and each of the claims depending therefrom are also allowable.

Further, as noted above, new dependent claims 35-37 have been added to set forth the invention in a varying scope. It is respectfully submitted new dependent claims 35-37 further define over the applied art.

### CONCLUSION

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, **David A. Bilodeau**, at the telephone number listed below.

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To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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